



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

SW

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/819,210	03/28/2001	Eiji Kawai	450100-03085	2355
20999	7590	03/11/2004	EXAMINER	
FROMMER LAWRENCE & HAUG 745 FIFTH AVENUE- 10TH FL. NEW YORK, NY 10151			VIG, NARESH	
			ART UNIT	PAPER NUMBER
			3629	

DATE MAILED: 03/11/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/819,210

Applicant(s) *SW*

KAWAI, EIJI

Examiner

Naresh Vig

Art Unit

3629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 December 2003.
2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1, 3, 6 - 13, 15 - 22 and 27 - 36 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) 1, 3, 6 - 13, 15 - 22 and 27 - 36 is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

This is in reference to the response received on 08 December 2003 to the office action mailed on 04 August 2003. Amendment to claims 1, 12, 16 and addition of claims 34 – 36 is acknowledged and considered. There are 28 claims, claims 1, 3, 6 – 13, 15 – 22 and 27 – 36 pending for examination.

Response to Arguments

Applicants argument are based upon the amendment to the claims 1, 12 and 16. Examiner has responded to applicant's argument in the response to amended claims and new claims.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Art Unit: 3629

Claims 1, 3, 6 – 13, 15 – 22 and 27 – 36 are rejected under 35 USC 103(a) as being unpatentable over broadcasting service provider DISH Network hereinafter known as DishNetwork in view of McGill US Patent 6,449,597 and further in view of an article Don't Buy A New Car – Lease It by Ed Henry hereinafter known as Henry.

Regarding claims 1 DishNetwork discloses a method and system for sales activity for selling their broadcast accessing equipment to allow subscribers to access their services. DishNetwork system allows users to purchase the equipment directly from the factory (via internet or telephone), or, from a local dealer. Customers have choice of equipments they can purchase, and pay accordingly for the equipment they have purchased. DishNetwork system offers choice of program service packages, and allows the customers to select service they want. In addition to packaged services, DishNetwork system allows users to select from optional services for additional monthly charges.

DishNetwork discloses an information provision management terminal device for collecting content sales information according to sale of said information contents provided to said user available at said information processing apparatus [page 19]; and

DishNetwork discloses a sales activity management apparatus (billing capability) [page 19]. DishNetwork does not discloses setting an amount of money to be remitted to said apparatus manufacturer based upon at least said content sales information inputted from said information provision terminal device (based upon the customer using the apparatus) as compensation for difference between manufacturer's desired

Art Unit: 3629

selling price and actual selling price of said information processing apparatus. However, McGill teaches system and method enabling an automotive consortium (service provider) to assemble and/or distribute automobile vehicles utilizing a plurality of partner integrators and a plurality of manufactured modules and/or distribution services (service provided by the consortium), wherein each of the integrators (manufacturer) is assigned an ownership percentage in each of the distributed automotive vehicles, with each of said integrators contributing to said automotive consortium at least one specific assembled module such as an automotive vehicle chassis, an automotive vehicle body, an automotive vehicle interior, and/or an automotive vehicle engine, so that the automotive consortium can combine the modules to assemble a complete and finished vehicle (enable customer to use services), Collections are taken from end-user customers and allocated among automotive consortium members for associated usage fees (revenue sharing), maintaining said vehicles and/or insuring said vehicles. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon usage to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their respective owner integrators for reuse or recycling, etc. For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business has limited cash flow

Art Unit: 3629

and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier.

DishNetwork in view on McGill does not disclose compensation based upon customer usage. However, Henry discloses leasing where lessor is compensated by the lessee (customer) based upon the usage [page 3, Myth #5]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify DishNetwork in view of McGill as taught by Henry to minimize accelerated costs of lease payments when the usage is outside the agreed upon terms of the lease.

Regarding claims 27 – 28, DishNetwork discloses that a user can purchase the essential equipment at a current offered price directly from the factory (manufacturer), or, through a local retailer or a dealer. It would have been obvious to one of ordinary skill in the art at the time the invention was made that an equipment manufacturer can also be equipment seller (dealer). For example, Cisco Systems is known to sell equipment directly to the seller, and also sell equipment through their authorized dealer, and, the selling entity sets the selling price to win the business.

DishNetwork does not disclose its dealers to have a method or system to set selling price for the essential equipment, although, DishNetwork disclose to ask the users to contact the retailers and distributors directly to review the available options. It is inherent that dealers have method and system to offer current sales prices for selling the essential equipment to their customers and win the business. The sales price may

Art Unit: 3629

include any special offerings from the dealer in addition to the offering from DishNetwork. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the selling entity to set the selling price to empower the selling entity to decide and win the customer.

DishNetwork discloses that users can purchase the equipment over the internet, DishNetwork does not disclose to collecting sales information. However, it is obvious that when a sale is conducted over the internet that product information, customer information, shipping details etc. are received from the customer to ship the equipment ordered by the customer at the address provided and also to collect funds for the equipment shipped.

DishNetwork does not disclose to amount of money it pays to the manufacturer based upon sales information (product delivery information). McGill teaches amount of money it pays to manufacturer based upon sales information [col. 3, lines 1 – 15]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon sales information to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their respective owner integrators for reuse or recycling, etc. For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business

Art Unit: 3629

has limited cash flow and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier.

Regarding claims 12, 29, 9, 13, 15, DishNetwork discloses a method and system for sales activity for selling their broadcast accessing equipment to allow subscribers to access their services. DishNetwork system allows users to purchase the equipment directly from the factory (via internet or telephone), or, from a local dealer. Customers have choice of equipments they can purchase, and pay accordingly for the equipment they have purchased. DishNetwork system offers choice of program service packages, and allows the customers to select service they want. In addition to packaged services, DishNetwork system allows users to select from optional services for additional monthly charges.

DishNetwork requires users to connect the receiver to an active telephone line to ensure uninterrupted service and to provide Dish-On-Demand pay-per-view movies. It is obvious that when the customer wants to order a pay-per-view movie, customer inputs the selection in the receiver, and, the receiver sends requests for pay-per-view movie over the telephone line. DishNetwork bills the customer for pay-per-view movies ordered by the customer (usage of additional resources).

DishNetwork does not disclose means for storing the usage information. However, it is known at the time of invention that DishNetwork bills its customers on monthly intervals. Therefore, it is obvious to a person with ordinary skill in the art to

Art Unit: 3629

store the usage information, and, use the stored usage information to bill the customer accordingly.

DishNetwork does not disclose setting amount of money paid to manufacturer based upon usage. DishNetwork does not disclose setting amount of money to manufacturer based upon usage. However, McGill discloses system and method enabling an automotive consortium (service provider) to assemble and/or distribute automobile vehicles utilizing a plurality of partner integrators and a plurality of manufactured modules and/or distribution services (service provided by the consortium), wherein each of the integrators (manufacturer) is assigned an ownership percentage in each of the distributed automotive vehicles, with each of said integrators contributing to said automotive consortium at least one specific assembled module such as an automotive vehicle chassis, an automotive vehicle body, an automotive vehicle interior, and/or an automotive vehicle engine, so that the automotive consortium can combine the modules to assemble a complete and finished vehicle (enable customer to use services), Collections are taken from end-user customers and allocated among automotive consortium members for associated usage fees (revenue sharing), maintaining said vehicles and/or insuring said vehicles. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon usage to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their respective owner

Art Unit: 3629

integrators for reuse or recycling, etc. For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business has limited cash flow and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier.

Regarding claims 7 and 8, it is notoriously known that DishNetwork is a broadcasting service provider and offers choice of programming packages to a customer. DishNetwork discloses of collecting charge from the user for the package the customer has selected. In addition to charges for selected package, DishNetwork offers different optional packages and collects charge from the user accordingly.

DishNetwork does not disclose collecting actual telephone call charge from the user, instead, DishNetwork provides toll free number for users to contact their customer service. It is obvious at the time of applicant's invention to a person with ordinary skill in the art to replace toll free number with a fee based telephone number (1-900 number) and charge customers for the telephone calls to decrease amount of unnecessary calls.

Regarding claim 11, 31, 10 DishNetwork discloses that a user can order a DISH-On-Demand (Pay Per View) using the remote control and following step-by-step

Art Unit: 3629

instruction on the electronic program guide (displayed on the TV). Also, DishNetwork requires the receiver to be connected to a telephone line for uploading the information to DishNetwork for billing.

Regarding claims 3 and 6, DishNetwork does not disclose license agreement with the manufacturers of different components of the system. However, DishNetwork discloses that it works with various suppliers. For example "Engineering and Technical Services, Inc. of Melbourne, Florida and TIW Services, Inc. of Santa Clara, California provided all satellite earth station equipment. TIW supplied Echostar (parent company of DishNetwork) with four, 13-meter, TV uplink antennas for its direct broadcast satellite service. "

Also, DishNetwork discloses that it offers retailers and consumers a single, seamless point of sale for programming, required hardware, and installation. Programming includes a wide variety of packaging options to suit a multitude of consumer viewing preferences and budgets, and, hardware components include an 18" satellite dish with LNBF (Low Noise Block with Feed). a programmable remote, and an MPEG-2/DVB digital satellite receiver (set-top signal descrambler). These components are supplied by different suppliers. Therefore, it is inherent that DishNetwork has agreement with its suppliers, content providers, installers dealers to make the system successful.

Regarding claim 30, DishNetwork discloses that users can purchase the equipment over the internet, DishNetwork does not disclose to collecting sales information. However, it is obvious that when a sale is conducted over the internet that product information (model number, quantity etc.), customer information, shipping details etc. are received from the customer to ship the equipment ordered by the customer at the address provided and also to collect funds for the equipment shipped.

Also, DishNetwork does not disclose means for storing the part delivery information. However, it is known at the time of invention that DishNetwork tracks the customer and their equipment information (customers are required to sign up for services with DishNetwork, DishNetwork discloses to bill the customer). Therefore, it obvious that DishNetwork has storage means to store information (usage, delivery, billing etc.) to manage their accounting and bill the customers accordingly.

DishNetwork does not disclose to amount of money it pays to the manufacturer based upon sales information (product delivery information). McGill teaches amount of money it pays to manufacturer based upon sales information [col. 3, lines 1 – 15]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon sales information to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their respective owner integrators for reuse or recycling, etc.

Art Unit: 3629

For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business has limited cash flow and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier.

Regarding claim 32, DishNetwork discloses to offer tier pricing and allows customers to customize their subscription. For example customers can add 1 optional package for \$10.99, 2 packages for \$19.99 and maximum (payment limit) for all 4 packages for \$ 34.99. Also, it is a business choice to decide the payment terms on an agreement with the selling entity.

Regarding claim 33, DishNetwork does not disclose to amount of money it pays to the manufacturer based upon revenue collected. McGill teaches amount of money it pays to manufacturer based upon sales information [col. 3, lines 1 – 15]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon sales information to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their

Art Unit: 3629

respective owner integrators for reuse or recycling, etc. For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business has limited cash flow and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier. It is a business choice to decide the payment terms for compensating the selling entity.

Regarding claim 16, DishNetwork discloses method for sales activity for selling their equipment to allow subscribers to access their services. DishNetwork system allows users to purchase the equipment directly from the factory (via internet or telephone), or, from a local dealer.

DishNetwork controls the manufacture of the equipment by identifying the receiver box with a Serial Number, and, each receiver box requires a smart card which has its own identification. In addition, selling price offered by DishNetwork dealers may include any special offerings from the dealer in addition to the offering from DishNetwork.

Customers have choice of equipments they can purchase, and pay according to the equipment they have purchased. DishNetwork system offers choice of services and allows the customers to select service they want. In addition to packaged service,

Art Unit: 3629

DishNetwork system allows users to select from optional services for additional monthly charges.

DishNetwork does not disclose setting amount of money paid to manufacturer (price can be based upon agreed selling price, lease terms, usage etc.). However, it is obvious that service providers pay their suppliers according to agreed upon terms in the sales contract to compensate the equipment manufacturers for their equipment. For example, service provider may buy the equipment at 50% discount and sell it to the customer at list price, customer leases the equipment and pay the manufacture or equipment supplier agreed upon monthly rent etc. McGill teaches amount of money it pays to manufacturer based upon sales information [col. 3, lines 1 – 15]. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to lease equipment from manufacturer and compensate manufacturer based upon sales information to minimize implementation cost, losses due customer canceling services and service provider taking loss of returned equipment, at the termination of each vehicle's lifetime, providing for the return of all manufactured modules to their respective owner integrators for reuse or recycling, etc. For example, a subscriber to a cellular phone services cancels the service and returns the equipment within first 30 days, the service provider cannot sell the returned equipment as new, and may have to sell this return equipment at a discount. A business has limited cash flow and the subscriber base is increasing, the business may elect to lease the equipment from the manufacturer or the supplier.

Regarding claim 17, DishNetwork does not disclose license agreement with the manufacturers of different components of the system. However, DishNetwork discloses that it works with various suppliers. For example "Engineering and Technical Services, Inc. of Melbourne, Florida and TIW Services, Inc. of Santa Clara, California provided all satellite earth station equipment. TIW supplied Echostar (parent company of DishNetwork) with four, 13-meter, TV uplink antennas for its direct broadcast satellite service. "

Regarding claims 18 and 19, DishNetwork does not disclose that the essential parts for the equipment are supplied by the part manufacturers to the manufacturer. It is notoriously known that the manufacturers purchase the parts they need from suppliers. For example, a manufacturer purchases Printed Circuit Board (PCB) from a supplier, memory chips from another supplier, and yet shell casing from another supplier.

Also, DishNetwork discloses that a user can purchase the equipment at a current offered price directly from the factory or through a local retailer or a dealer. DishNetwork does not disclose its dealers to have a method or system to set selling price for the essential equipment, although. DishNetwork disclose to ask the users to contact the retailers and distributors directly to review the available options. It is inherent that dealers have method and system to offer current sales prices for selling the essential equipment to their customers and win the business. The sales price may include any

Art Unit: 3629

special offerings from the dealer in addition to the offering from DishNetwork. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the selling entity to set the selling price to empower the selling entity to decide and win the customer.

Regarding claims 20 – 22, it is known at the time of invention to a person with ordinary skill in the art that DishNetwork is a broadcasting service provider and offers choice of programming packages to a customer. DishNetwork discloses of collecting charge from the user for the package the customer has selected. In addition to charges for selected package, DishNetwork offers different optional packages and collects charges from the user accordingly.

DishNetwork does not disclose collecting actual telephone call charge from the user, instead, DishNetwork provides toll free number for users to contact their customer service. It is obvious at the time of applicant's invention to a person with ordinary skill in the art to replace toll free number with a fee based telephone number (1-900 number) and charge customers for the telephone calls to decrease amount of unnecessary calls.

Regarding claims 34 – 36, DishNetwork discloses information provision management terminal collects content use information according to use of said information contents provided to said user available at said information processing

Art Unit: 3629

apparatus [page 19]. DishNetwork discloses billing capability [page 19] for billing the customer. DishNetwork in view of McGill does not disclose to set an amount of money also based upon content use information (e.g. mileage used in an automobile). However Henry discloses to set amount of money based upon mileage used in an automobile (content use information from a settop box). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify DishNetwork in view of McGill as taught by Henry to minimize accelerated costs of lease payments when the usage is outside the agreed upon terms of the lease.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

Art Unit: 3629

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naresh Vig whose telephone number is 703.305.3372. The examiner can normally be reached on M-F 7:30 - 5:00 (Alt Friday off).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on 703.308.2702. The fax phone numbers for the organization where this application or proceeding is assigned are 703.305.7687 for regular communications and 703.305.7687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703.305.3900.

Naresh Vig
March 8, 2004


JOHN G. WEISS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600